

County of Loudoun
Department of Planning

MEMORANDUM

DATE: October 30, 2007

TO: Sophia Fisher, Project Manager
Land Use Review

FROM: Sarah Milin, Planner *Sarah*
Community Planning

**SUBJECT: ZMOD 2006-0015, The Village Center at Belmont Greene
Comprehensive Sign Plan 2nd Referral**

BACKGROUND

The applicant, Dogwood Management Company LLC, is requesting a Zoning Ordinance Modification (ZMOD) to permit a comprehensive sign plan pursuant to the provisions of the 1972 Zoning Ordinance for the Village Center at Belmont Greene, the retail/office component of Belmont Greene. The Village Center consists of 38 acres and is located on the west side of the neighborhood, just east of Belmont Ridge Road (Route 659) on both sides of Portsmouth Boulevard. The proposed sign plan would apply only to the Village Center. The proposed sign plan includes free-standing monument signs for locating and identifying tenants, directional signs, and building-mounted signs. Specialty signs (including blade, window and sidewalk, awning, free-standing, seasonal and event streetlight banners, and vertical corner signs) are also proposed.

In the first referral, staff recommended that (1) the number of monument signs proposed along Belmont Ridge Road, Portsmouth Boulevard, and Nightwatch Street be reduced in order to prevent visual clutter within the proposed residential neighborhood; (2) landscaping be provided at the base of monument signs; (3) a single color scheme be the standard for the building-mounted signs, in particular within the proposed office areas; and (4) sign lighting designed to be the least disruptive to the surrounding neighborhood in terms of glare and appearance. The applicant has submitted a revised comprehensive sign plan which significantly reduces the number of monument signs, provides landscaping around the base of such signs, and commits to using the same color scheme on building-mounted signs for a single tenant, with the exception of logos and specialty signs which may be a variety of colors and fonts. Signage above the first floor of the Winkle Drive Office sub-area will be a single color for the letters. No additional commitments regarding lighting have been provided.

OUTSTANDING ISSUE

The Revised General Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (Revised General Plan, Policy 1, p. 5.31). The Retail Plan also specifies that all lighting in retail centers should be designed to reduce glare and spillage of light onto adjoining properties and streets, and that fixtures should be attractive site elements that are compatible with the architecture of the retail center (Retail Plan, Policy 2, p. 21). In the first referral, staff recommended that the application commit to the use of lighting for signs that will be the least disruptive to the surrounding neighborhood in terms of glare and appearance (e.g. shielded downward). Staff also recommended that the applicant commit to turning off or dimming of some or all of the proposed lighting at certain times of night. According to the response to referral comments, "lighting for the signs will be directed towards the sign or will be internally illuminated, and as such, should not impact the surrounding neighborhood". Given that the proposed signage is located in close proximity to an existing residential area, additional commitments are needed to ensure a glare free environment and the prevention of light trespass on the adjoining residences.

Staff recommends additional commitments regarding lighting, including the following:

- ***No animation, neon, or moving lights will be permitted;***
- ***The building-mounted signs will be illuminated internally only and contain no exposed lighting elements;***
- ***Sign illumination will not spill upward or reflect or cast glare onto adjacent properties or roads;***
- ***Ground-mounted lighting fixtures will be shielded and will only be directed at the intended sign elements; and***
- ***Some or all of the lighting will be turned off or dimmed at certain times of night.***

RECOMMENDATIONS

Staff finds that, with the exception of lighting, the submitted materials adequately address those issues raised in the first referral. Once this issue is resolved, the proposed comprehensive sign plan will conform to the design guidelines of the Revised General Plan and the Retail Plan and Community Planning staff can recommend approval of the Zoning Modification request. As always, staff would be happy to meet with the applicant to discuss these issues.

cc: Julie Pastor, AICP, Planning Director
Cindy Keegan, AICP, Community Planning Division Manager

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County of Loudoun
Department of Planning
MEMORANDUM

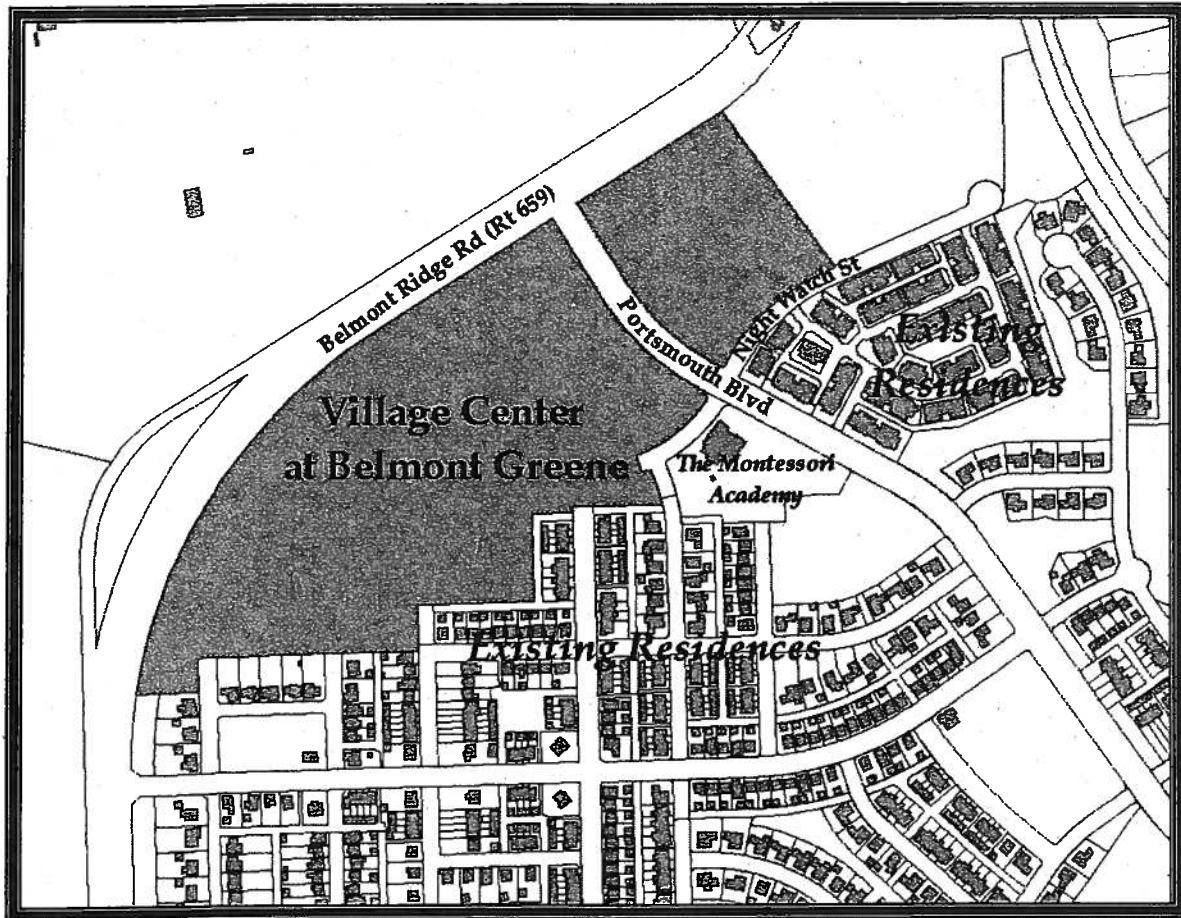
DATE: December 18, 2006
TO: Jane McCarter, Project Manager
Land Use Review
FROM: Sarah Milin, Planner *SM*
Community Planning

SUBJECT: ZMOD 2006-0015 The Village Center at Belmont Greene
Comprehensive Sign Plan

BACKGROUND

Dogwood Management Company LLC has submitted this application in order to establish a comprehensive sign plan for the Village Center at Belmont Greene. Consisting of approximately 174 acres, Belmont Greene contains a mix of residential, retail, office, community, and recreational uses. It was originally approved in 1989 (ZMAP 1986-0047, Belmont Forest) for the development of 793 residential units, 364,815 square feet of office space, and 163,350 square feet of retail space. The Village Center, the commercial section of the community, consists of 38 acres and is located on the west side of the neighborhood, just east of Belmont Ridge Road (Route 659) on both sides of Portsmouth Boulevard. The proposed sign plan would apply only to the Village Center (see vicinity map, below).

The purpose of the Comprehensive Sign Plan is to provide clear direction and an understanding of the location and design of specific signs throughout the retail and office area. The sign plan provides details regarding various categories of signs, including monument, directional, and building-mounted retail and office signs. The applicant has provided a matrix for each of these components comparing the proposed signs to the existing sign regulations as contained in the 1972 Zoning Ordinance.



COMPLIANCE WITH THE COMPREHENSIVE PLAN

The site is located within the Ashburn Community in the Suburban Policy Area and is governed under the policies outlined in the Revised General Plan. The Plan designates this area for residential uses (Revised General Plan, Planned Land Use Map, p. 7-23). The retail policies of the Countywide Retail Plan ('Retail Plan') also apply.

ANALYSIS

The County encourages residential neighborhoods to have a peaceful character suitable for private domestic life, recreational activities, and neighborhood social gatherings (Revised General Plan, Design Guidelines 1a, p. 11-6). The County also encourages street designs that are sensitive to views, pedestrian movement, landscape and physical enclosure (Revised General Plan, Design Guidelines 1d, p. 11-8). Within retail centers, signs should be developed as an integral part of the overall retail center design (Retail Plan, text, p. 20). The Plan strongly encourages a unified graphic design scheme in order to help unify buildings within a multi-building retail center (Retail Plan, Policy 1, p. 21).

1. Proposed Ground-Mounted Signs

Twelve ground-mounted monument signs are proposed along Belmont Ridge Road, Portsmouth Boulevard and Night Watch Street in order to identify the Village Center at Belmont Greene as well as specific tenants. Three different sizes of monument signs are proposed, ranging from 16 feet in height by 8 feet wide; 8 feet in height by 8 feet wide; and 3 feet in height by 6 feet wide. The signs are to be mounted in a sterling stone base and pier. In addition to these monument signs, two ground-mounted directional signs are proposed within the "Convenience Market" located north of Portsmouth Boulevard. Overall, the ground-mounted signs appear to be uniform in design, size, and composition and are in keeping with the character of the surrounding Belmont Greene neighborhood.

Staff, however, is concerned about the number of ground-mounted signs being proposed on relatively short stretches of road. A large number of signs, instead of facilitating the movement of traffic and providing clear directional information, may be confusing to drivers. In addition, it does not appear that the proposed number of ground-mounted signs will be needed since most of the retail tenants will be easily visible from both Portsmouth Boulevard and Nightwatch Street. While staff recognizes that some flexibility should be given to where the signs are ultimately placed, the number of monument signs should be limited to the minimum necessary and generally placed only at intersections (e.g., not in between blocks).

Staff also notes that the proposed sign plan states that the overall size for both "type A" and "type B" monument signs is 180 sq ft per side, although the illustratives indicate that the "type A" signs are much larger than the "type B" signs. The sign plan should clarify the overall size of these two types of signs. Lastly, no information has been provided regarding the landscaping that will be provided at the base of the monument signs.

Staff recommends that the application reduce the number of the monument signs proposed along Belmont Ridge Road, Portsmouth Boulevard, and Nightwatch Street. Should the applicant wish to have flexibility regarding the ultimate location of the signs, then staff recommends that a maximum number of monument signs be committed to. Staff also recommends that the proposed sign plan clarify the overall area for both "type A" and "type B" monument signs. Lastly, staff recommends that the application commit to providing and maintaining appropriate landscaping around the base of all ground-mounted signs (both monument and directional). Native plant species are encouraged.

2. Proposed Building-Mounted Signs

The submitted sign plan includes building-mounted signs for both the retail and office buildings. The fonts and colors can vary for different users, although the same color should be used for a single user. The proposed location and design of the proposed building-mounted signage is consistent with the design typically associated with office and retail areas in Loudoun County.

In addition to these typical building-mounted signs, a variety of other kinds of sign styles (such as awning, projecting, window, and canopy signs) are also permitted within the retail areas which, according to the sign plan, are "often found in small village retail streets and are reminiscent of historic shops and restaurants in Europe and America". Such signs will be reviewed and approved by the Architectural Review Committee of the Belmont Greene Nonresidential Association, Inc. The alternative sign types will add to overall character of the Village Center.

Staff finds that the number and size of the proposed signs is appropriate for commercial areas. Staff, however, recommends that a single color be the standard for the letter faces on building-mounted signs, in particular within the proposed office areas. (A variety of colors would be appropriate for the proposed awning, projecting, window, and canopy signs.) Alternate colors could be permitted as long as they coordinate with the building architecture and are approved by the Architectural Review Committee of the Belmont Greene Nonresidential Association, Inc.

3. Lighting

The Revised General Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (Revised General Plan, Policy 1, p. 5.31). The Retail Plan also specifies that all lighting in retail centers should be designed to reduce glare and spillage of light onto adjoining properties and streets, and that fixtures should be attractive site elements that are compatible with the architecture of the retail center (Retail Plan, Policy 2, p. 21).

The proposed sign plan states that "all signs shall be internally lit or lit from a hidden or screened source. No external neon signs are permitted". Given that the proposed signage is located in close proximity to existing residences, the application should commit to a lighting plan that is the minimum necessary for safety and convenience reasons.

Staff recommends that the application commit to the use of lighting for signs that will be the least disruptive to the surrounding neighborhood in terms of glare and

appearance (e.g. shielded downward). In addition, the application should also commit to turning off or dimming some or all of the proposed lighting at certain times of night.

RECOMMENDATIONS

The proposed sign plan commits to signage that is uniform in size, type, color, and compatibility with the surrounding Belmont Greene neighborhood. As such, it is generally consistent with the Revised General Plan and the Retail Plan, and is generally supportable. Staff, however, recommends that the sign plan be revised to:

- reduce the number of the monument signs proposed along Belmont Ridge Road, Portsmouth Boulevard, and Nightwatch Street,
- commit to landscaping around the base of monument signs,
- establish a single color scheme for the building-mounted signs,
- commit to maintaining individual signs and associated landscaping materials in good condition, and
- commit to a lighting plan that takes into consideration the nearby residences.

Staff would be happy to meet with the applicant to discuss these issues.

cc: Julie Pastor, AICP, Planning Director
Cindy Keegan, AICP, Division Manager


COUNTY OF LOUDOUN

DEPARTMENT OF BUILDING AND DEVELOPMENT

MEMORANDUM

DATE: December 7, 2007

TO: Sophia Fisher, Project Manager, Planning Department

FROM: Rory Toth, Planner, Zoning Administration 

THROUGH: Mark Stultz, Deputy Zoning Administrator

CASE NUMBER AND NAME: ZMOD-2006-0015, The Village Center at Belmont Greene
Comprehensive Sign Plan, 2nd Submission

TAX MAP/MCPI: Need clarification.

The above parcels total approximately 41.5 acres and are zoned PD-H4, administered PD-H24, and further administered as PD-SC and PD-IP, under the 1972 Loudoun County Zoning Ordinance ("Zoning Ordinance"). Staff has reviewed the referral materials that accompanied the October 18, 2007 Department of Planning Memorandum with regard to the above-referenced zoning modification to provide a comprehensive sign plan, and has the following comments:

I. CRITICAL ISSUES:

1. As no parcel numbers are referenced in your Statement of Justification, sign plan matrix or exhibits, clarify what parcels are included in this application. Provide an overall map which highlights the parcels (i.e. list and illustrate the PINs) included in this application identifying where each sign type can be found. This map will facilitate the issuance of permits, if this sign plan is approved, and provide a snapshot of the number and locations of all signage. The data provided in the 2nd submission was not sufficient in that not all signs were shown on the maps provided and total number of signs proposed was not provided.

II. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

1. Staff notes that nearly all the signs requested in this Comprehensive Sign Plan (except for temporary signs) are considered business signs, which are regulated under Section 523.2.18.c. The Applicant must provide a maximum number of signs proposed with this sign plan. Staff notes Section 523.2.18.c permits 3 signs per business use. As the total number of businesses on a lot (i.e. retail, anchor stores, offices, etc) is not stated on the plan, Staff is unable to determine how many total signs are proposed with this comprehensive sign plan.
2. In order to evaluate the consistency and the unified sign theme proposed, a baseline must be established. Provide a range of color, materials and typestyle used in each area (i.e.

Main Street Winkle Way, The Market, and Convenience Market) for every sign proposed and provide a detail of each. Since this application is for a comprehensive sign plan, the Applicant must provide the specifics of the proposal, and therefore, must provide some limitations. Changes outside the sign package will require additional review. Please note that signs that are prohibited by the Zoning Ordinance can not be modified and no permits will be issued, regardless of whether prohibited signs are approved as part of a sign plan. A note stating the same should be placed on the comprehensive sign plan. Staff notes that the Applicant did not provide fonts and color of the following signs in their respective area: Building mounted signs in "The Market," Type O or Type T signs on "Main Street Winkle Drive," Building Mounted Business and Retail signs on "Winkle Drive," Specialty Signs on "Main Street Winkle Drive and the Market." Specifically, the Applicant did not provide a set of parameters or quantity (i.e. fabric type, color, font) other than stating that fonts and colors will vary for different tenants but the same color shall be used for a single tenant, with the exception of logos. This type of verbiage is vague and unenforceable and is not comprehensive in nature. In addition, regarding Specialty signs, stating these signs will have multiple shapes is vague. A set of parameters must be established as this is a comprehensive sign plan.

3. The comprehensive sign plan contains an exhibit that shows existing Belmont Greene community signs on the site, which are not part of this comprehensive sign plan. Include **all** signs that will be located on the property, even though they may currently be in compliance with the Zoning Ordinance, as the sign plan will be the regulatory document for all signs. Staff notes that the Belmont Greene Comprehensive Sign Matrix states that the service station canopy is a "business sign." In order to evaluate the quality and consistency of the color, material and typestyle or font, a baseline must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations. Depending on color and design, Staff will re-review the gas station canopy sign at next submittal.
4. In order to better facilitate the review of the signs proposed in the comprehensive sign package, provide a spiral bound document that states the total number (per individual use and overall), type, size, and corresponding zoning ordinance section that the sign falls under for each sub-area involved in the comprehensive sign plan. The Applicant did not provide an overall number of signs for each Zoning Ordinance section for which a modification was requested.
5. Per Article 523.1.4, signs fastened or placed upon one another, on trees, fences, public utility poles, etc except under certain conditions is prohibited. Prohibited signs may not be modified. The Applicant response to Comment #4 on Page 7 of the Referral Response states that since the banners placed on poles are not visible from a highway, they are an exception to this Section. Demonstrate that the signs are not visible from a highway. Furthermore, as the majority of sign types are proposed to be placed on lamp posts or poles and are banners, that are not temporary in nature, they are not permitted. Furthermore, Sheet 20 contains notes which state that only one Type 4 sign is permitted per building when the business is not visible or close enough to the street or travelway and the colors allowed are multiple in number. These statements are vague and

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unenforceable and must be revised. State the total number of Type 4 signs and provide the aggregate total of all Type 4 signs. In addition, the Sign Matrix references Section 523.2.18.c, which is a business sign reference, not a temporary sign reference.

6. Per Section 523.2, only those signs that are listed are permitted, otherwise, they are prohibited and prohibited signs may not be modified. The definition of a temporary sign states that it is of "temporary duration or non-recurring in nature" and advertises a candidacy for public office or an event of public interest," etc. The Zoning Ordinance does not provide for "seasonal or grand opening" signs. Thus, banners, flags, buntings, etc, for an event such as seasonal, grand openings and other similar events are not permitted, as shown on Page 21 in your application. These signs are not of a temporary nature and will re-occur every few months. Either revise the category of signs requested or remove the request for such signs.
7. Staff notes that not all of the exhibits that identify monument signs illustrate landscaping around the sign. Revise the monument sign exhibits to include the landscaping to be used and the quantity of each planting. A note stating landscaping will be provided around the monument sign is not adequate.
8. Staff notes that the Type A alternative 2 sign has been eliminated from this comprehensive sign plan and replaced with Type A and Type B monument signs as shown on Pages 5 through 8. Staff remains concerned that the height and bulk of the Type A sign (18 feet and 380 sq. ft in size) is excessive. Staff questions how this sign meets zoning modification criteria as the maximum size of a sign for a shopping center or commercial development under Section 523.2.18 is 75 square feet. Staff notes Type A sign is nearly 5 times the size permitted in Section 523.2.18.
9. The Applicant needs to demonstrate compliance with Section 512 and Section 523.5 of the Zoning Ordinance. Simply stating that the signs will be in conformance with these sections is not adequate. Staff notes that Sign Type A is 18 feet tall. Demonstrate that visibility will not be impaired.
10. In the definition of "area of sign," the outside measures, including "wall work incidental to its decoration," are included in the area of a sign. In addition, both sides of a sign are counted toward the aggregate area of the sign. Staff is concerned the aggregate area of sign types shown on Page 14 for the Building Mounted Business Signs and Retail is excessive and does not meet zoning modification criteria, as the per tenant area and aggregate area of the signs are nearly double or triple the area allowed in the Zoning Ordinance for business signs.
11. Where multiple signs are possible along a street or within a section/parcel, provide the minimum distance between the signs (i.e. monument signs).
12. Exhibit 10 includes elevations for a retail anchor store and retail stores other than the anchor. Clarify or define what is meant by retail anchor store and retail store-other than anchor and add a note to the comprehensive sign plan stating such. Also, the notes under the detail table on the exhibit still state that "Fonts and colors will vary for different users

and same color for single user, letters to be individually pin mounted or connected by a single track, and sign letters to be internally lit, or lit by gooseneck shielded spotlights, or by a totally screened light source." In order to evaluate the consistency and unified nature of the signs, the color, material and typestyle or font and lighting for the retail anchor and retail-other than anchor signs, must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations.

13. Exhibit 12 includes elevations for a Type O (Office/Business) and Type R (Retail) stores on Main Street Winkle Way. Also, the notes under the detail table on the exhibit state that "Fonts and colors will vary for different users and same color for single user, letters to be individually pin mounted or connected by a single track, and sign letters to be internally lit, or lit by gooseneck shielded spotlights, or by a totally screened light source." In order to evaluate the consistency and unified nature of the signs, the color, material and typestyle or font and lighting for the retail anchor and retail-other than anchor signs, must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations.
14. Staff notes that in the Belmont Greene Comprehensive Sign Matrix and Statement of Justification, it states that numerous signs within the Winkle Way Market Retail area, identified as "optional sign styles," will be similar to those described and pictured in Pages 14-20. The Applicant must provide parameters with regard to quantity, size, style, font, type face, etc. Provide specific exhibits, color palettes and other details of the signs proposed in this area.
15. Page 19 contains a note that states "awning signage: one per window or door bay or storefront for the tenant that occupies the first floor." As awnings are considered a business sign under Section 523.2.18.c, clarify how many awnings are proposed with this application and provide the size of each and an aggregate area of all signage. Staff notes that the entire awning is counted toward the area of a sign. Also, provide more detail regarding size, color, font size, font style, etc in the comprehensive sign plan. The notes on Sheet 19 simply state awnings are of solid color or striped (with colors having little contrast). This is vague and unenforceable. Furthermore, your response to Comment #22 goes on to state that the area of the actual sign on the awning shall be deducted from the maximum square footage permitted for the building mounted signs. Staff is unclear what this statement means and notes that measuring the area of a sign cannot be changed or reduced.
16. Page 19 contains Type 2 signs, which are identified as window and sidewalk signs. Staff notes that signs identified as sidewalk signs are not permitted as they are not affixed to the building and thus, not accessory to some type of building. In addition, remove references to neon signage in the Comprehensive Sign plan, as this is not permitted.
17. Staff believes that the number of office and retail signs on Sheet 14 is excessive. The intent of the Zoning Ordinance is to not have multiple numbers of signs on a building. On Sheet 14, it is recommended that the number of signs be reduced and that the types of

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colors and fonts to be used for the office building and the retail store business signs on the bottom floor of the office buildings be clarified.

18. For any sign that is proposed to be lighted, state that no neon shall be permitted. Pursuant to Section 523.1.3 signs that outline any building *or part thereof (emphasis added)* with neon or other lights is prohibited. As a sign is an accessory use of a building, it is part of a building. The definition of a sign states that it is "any devise for visual communication out-of doors." Therefore, any sign on the inside of a window that will be used for visual communication out-of-doors in any of the three sub-areas must be included in the Comprehensive Sign Plan and Matrix with the associated details on color, size, material, etc. However, neon is not permitted. Remove references to neon on the SOJ, matrix and Comprehensive Sign Plan.
19. The Applicant states that signage for the Convenience Market sub area will conform to the 1972 Zoning Ordinance and are not part of the Comprehensive Sign Plan, with the exception of monument signs. Any signs not included in the comprehensive sign plan will not be permitted and could cause a notice of violation. Include written details for drive-in, menu boards, hours of operation, required gas pricing boards and directional signs. The Applicant needs to clarify whether these signs will exceed 20 square feet (including both sides of the sign). If so, provide information giving the location and quantity of each and details illustrating the area, height, colors, font size, font style, etc for each sign.
20. Regarding corporate logos on office and retail signs, they must conform to color, size, material, etc of what is approved with the comprehensive sign plan.
21. Check the aggregate sign area listed for the variety of signs on all exhibits, as there appears to be some discrepancy in the calculations. The aggregate sign area will be the total area of the sign times the maximum number of signs.

cc. Marsha Keim, Zoning Permits

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COUNTY OF LOUDOUN

DEPARTMENT OF BUILDING AND DEVELOPMENT

MEMORANDUM

DATE: February 12, 2007

TO: Jane McCarter, Project Manager, Planning Department

FROM: Rory Toth, Planner, Zoning Administration RT

THROUGH: Mark Stultz, Deputy Zoning Administrator

CASE NUMBER AND NAME: ZMOD-2006-0015, The Village Center at Belmont Greene
Comprehensive Sign Plan

TAX MAP/MCPI: Need clarification.

The above parcels total approximately 41.5 acres and are zoned PD-H4, administered PD-H24, and further administered as PD-SC and PD-IP, under the 1972 Loudoun County Zoning Ordinance ("Zoning Ordinance"). Staff has reviewed the referral materials that accompanied the December 5, 2006 Department of Planning Memorandum with regard to the above-referenced zoning modification to provide a comprehensive sign plan, and has the following comments:

I. CRITICAL ISSUES:

1. As no parcel numbers are referenced in your Statement of Justification, sign plan matrix or exhibits, clarify what parcels are included in this application. Provide an overall map which highlights the parcels included in this application notating where each sign type can be found. This map will facilitate the issuance of permits, if this sign plan is approved, and provide a snapshot of the number and locations of all signage.

II. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

1. In order to evaluate the consistency and the unified sign them proposed, a baseline must be established. Provide a range of color, materials and typestyle used in each area (i.e. Main Street Winkle Way, The Market, and Convenience Market) for every sign proposed and provide a detail of each. Since this application is for a comprehensive sign plan, the Applicant must provide the specifics of the proposal, and therefore, must provide some limitations. Changes outside the sign package will require additional review. Please note that signs that are prohibited by the Zoning Ordinance can not be modified and no permits will be issued, regardless of whether prohibited signs are approved as part of a sign plan. A note stating the same should be placed on the comprehensive sign plan.
2. The comprehensive sign plan contains an exhibit that shows existing Belmont Greene community signs on the site, which are not part of this comprehensive sign plan.

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Include all signs that will be located on the property, even though they may currently be in compliance with the Zoning Ordinance as the sign plan will be the regulatory document for all signs. Any signs not accounted for in the comprehensive sign plan will not be permitted and could cause a notice of violation.

3. In order to better facilitate the review of the signs proposed in the comprehensive sign package, provide a spiral bound document that states the total number (per individual use and overall), type, size, and corresponding zoning ordinance section that the sign falls under for each sub-area involved in the comprehensive sign plan.
4. Per Article 523.1.4, signs fastened or placed upon one another, on trees, fences, public utility poles, etc is prohibited. Prohibited signs may not be modified. Thus, your request to allow a variety of signs to be attached to street light poles and lamp posts is not permitted.
5. Per Section 523.2, only those signs that are listed are permitted, otherwise, they are prohibited and prohibited signs may not be modified. The definition of a temporary sign states that it is of "temporary duration or non-recurring in nature" and advertises a candidacy for public office or an event of public interest," etc. The Zoning Ordinance does not provide for "seasonal or grand opening" signs. Thus, banners, flags, bunting, etc, for an event such as seasonal, grand openings and other similar events are not permitted. Either revise the category of signs requested or remove the request for such signs. If they are to be retained, specify the length of time they will be utilized and detail their disposal. Provide the quantity, size and specific location.
6. Not all of the exhibits that identify monument signs illustrate landscaping around the sign. Revise the monument sign exhibits to include the landscaping to be used and the quantity of each planting.
7. As the Applicant has submitted a comprehensive sign plan, they must indicate whether the "Type A alternative 2" sign will be utilized. If so, identify the location and quantity of such sign in the comprehensive sign plan.
8. Staff notes that the number of monument signs proposed along Portsmouth Boulevard is excessive, which could distract users, thus creating a safety concern.
9. The number of monument signs identified on the exhibit entitled "Partial Plan" conflicts with the number of monument signs identified on the exhibit entitled as "Monument Signs." Rectify this discrepancy.
10. The height of the signs noted on Pages 6-9 is not listed correctly. The sign height must also include the background wall work and stone base. The Applicant needs to demonstrate compliance with Section 523.5. In addition, the Application must demonstrate that no sign is located within the line of sight triangles or line of sight lines at street intersections. Staff notes that Sign Type A is 18 feet tall, which is excessive and must be revised in order to provide safer visibility at intersections.
11. In the definition of "area of sign," the outside measures, including "wall work incidental

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to its decoration," are included in the area of a sign. In addition, both sides of a sign are counted toward the aggregate area of the sign. Staff notes that some of the exhibits do not state the total aggregate area of the sign, including both sides. Therefore, revise the total area of all the signs in the Exhibits and the Matrix. Make changes to Comprehensive Sign Plan sheet as necessary.

12. Where multiple signs are possible along on a street or within a section/parcel, provide the minimum distance between the signs.
13. Pages 6-9 illustrate the following proposed signs: Type A, Type A alternative 2, Type B and Type C signs, which include a note that states that "fence may attach to pier-cross buck." Staff notes that once a fence is attached to the base of a sign it becomes part of the sign. Thus, remove these statements from the illustration detail.
14. Exhibit 11 includes elevations for a retail anchor store and retail stores other than the anchor. Clarify or define what is meant by retail anchor store and retail store-other than anchor. Also, the notes under the detail table on the exhibit state that "Fonts and colors will vary for different users and same color for single user, letters to be individually pin mounted or connected by a single track, and sign letters to be internally lit, or lit by gooseneck shielded spotlights, or by a totally screened light source." In order to evaluate the consistency and unified nature of the signs, the color, material and typestyle or font and lighting for the retail anchor and retail-other than anchor signs, must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations.
15. Page 14, Criteria 6, clarify this statement to say "prior to ordering" instead of "prior to installation."
16. Remove notes on the sign plan which have comments such as "Applicants and Business are encouraged to be creative and tasteful...." as the design criteria must be evaluated now, not at the time of ARC review or when the tenant moves into a space. These comments are vague and unenforceable.
17. Convenience Market is not defined. Please explain.
18. Clarify the Sign Plan Matrix regarding the number of retail anchor stores and whether the 8 proposed signs are per anchor or a total number for all of the anchor stores. Eight proposed signs per anchor is excessive.
19. Clarify Exhibit 13 and the Sign Plan Matrix regarding the maximum area allowed per sign and the maximum allowable aggregate area per tenant.
20. Exhibit 13 identifies a sign as "Type H House." Explain the use of this type of sign.
21. Staff notes that in the Belmont Greene Comprehensive Sign Matrix and Statement of Justification, it states that numerous signs within the Winkle Way Market Retail area, identified as "optional sign styles," will be similar to those described and pictured in

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Pages 14-20. The Applicant must provide parameters with regard to quantity, size, style, font, type face, etc. Provide specific exhibits, color palettes and other details of the signs proposed in this area.

22. Exhibit 22 contains a note that states "awning signage: one per bay or storefront on review approval" for the retail stores on the bottom floor of the office buildings. Clarify whether awnings will be proposed or not. If so, provide more detail regarding maximum number allowed, size, color, font size, font style, etc in the comprehensive sign plan. These signs must be included in the Comprehensive Sign Plan and reviewed.
23. The number of office and retail signs on Sheet 22 is excessive. The intent of the Zoning Ordinance is to not have multiple numbers of signs on a building. Also, no signs are permitted above the roof line of a building. On Exhibit 22, reduce the number of signs, clarify the types of colors and fonts to be used for the office building and the retail store business signs on the bottom floor of the office buildings.
24. On Exhibit 24, it states that the directional sign is an overall size of 24 square feet. Clarify whether the directional sign will be two sided, if so, the area of the sign must include both sides.
25. On Sheet 25, it states that "neon signs located internally in the window may be permitted for restaurants or entertainment users." Take this out of the comprehensive sign plan as these are not permitted in the Zoning Ordinance.
26. For any sign that is proposed to be lighted, state the maximum wattage that will be provided and further, state that no neon shall be permitted.
27. Staff notes that a "Space for Lease" sign is listed under Section 523.2.8 in the Statement of Justification. This is not correct. This type of sign is a real estate sign and falls under Section 523.2.15. Revise the sign matrix accordingly.
28. Page 2 of the Sign Matrix and Page 25 of the sign package include written details for drive-in, menu boards, hours of operation, required gas pricing boards and directional signs. The Applicant needs to clarify whether these signs will exceed 20 square feet (including both sides of the sign). If so, provide information giving the location and quantity of each and details illustrating the area, height, colors, font size, font style, etc for each sign.
29. Staff notes that in the Belmont Greene Comprehensive Sign Matrix it states that the service station canopy is a "business sign." In order to evaluate the quality and consistency of the color, material and typestyle or font, a baseline must be established. This application is for a comprehensive sign plan, which must provide a detail illustrating the specifics of the proposal, and therefore, must provide some limitations. Depending on color and design, Staff will re-review the gas station canopy sign at next submittal.
30. The definition of a signs states that it is "any devise for visual communication out-of-doors." Therefore, any sign on the inside of a window that will be used for visual

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communication out-of-doors in any of the three sub-areas must be included in the Comprehensive Sign Plan and Matrix with the associated details on color, size, material, etc.

31. Regarding corporate logos on office and retail signs, any corporate signage must conform to color, size, material, etc of what is approved with the comprehensive sign plan. Also, clarify the exact location of the signs on Sheet 22 as the sketch shows "optional sign locations."
32. Check the aggregate sign area listed for the variety of signs on all exhibits, as there appears to be some discrepancy in the calculations. The aggregate sign area will be the total area of the sign times the maximum number of signs.

cc. Marsha Keim, Zoning Permits